Ed Butler cost $350 — Similar ads were placed in LA news and San Francisco papers [illegible] dollars. Steve

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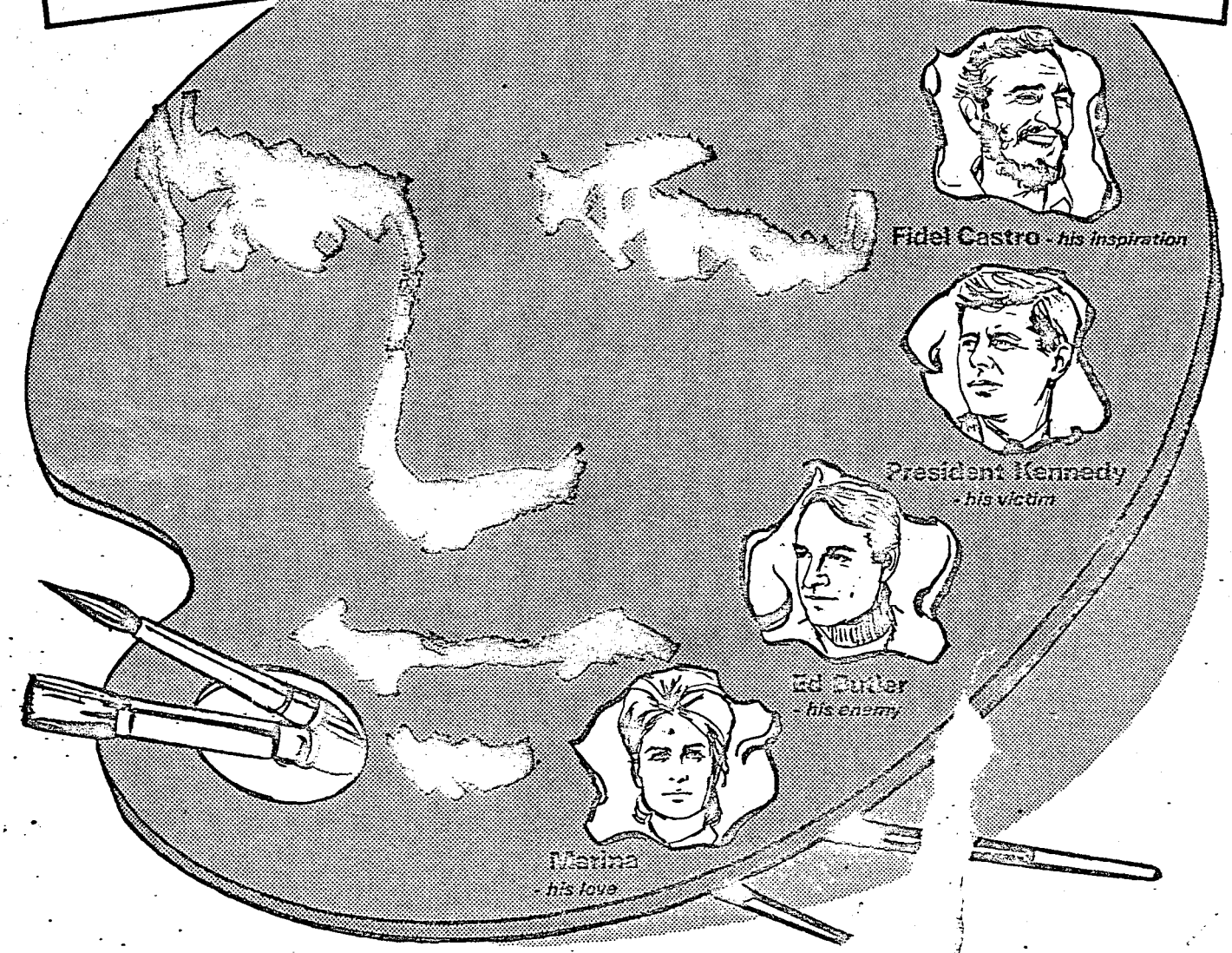

▣ For free reprints of in-depth articles write: THE GREAT ASSASSINATION PUZZLE, P.O. Box 24904, Los Angeles, California 90024

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1,2,3.

We'd like to make three points about NBC's popularity this season.

1. The season to date NBC the leader. Over the course of the new television season, NBC's prime-time audience is the largest of the three networks. And NBC's lead among adult viewers is even larger than its over-all margin. (The most popular regularly-scheduled program on the air is "Rowan and Martin's Laugh-In.")

2. The most recent audience estimate NBC the leader. In the two weeks ending November 10, NBC increased its lead.